

<i>SERFF Tracking Number:</i>	<i>UHLC-127876291</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>UnitedHealthcare Insurance Company</i>	<i>State Tracking Number:</i>	<i>50432</i>
<i>Company Tracking Number:</i>	<i>TV293ST</i>		
<i>TOI:</i>	<i>MS08G Group Medicare Supplement - Standard Sub-TOI:</i>		<i>MS08G.001 Plan A 2010</i>
	<i>Plans 2010</i>		
<i>Product Name:</i>	<i>GROUP MEDICARE SUPPLEMENT</i>		
<i>Project Name/Number:</i>	<i>ADVERTISING/TV293ST</i>		

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-127876291 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 50432

Sub-TOI: MS08G.001 Plan A 2010

Filing Type: Advertisement

Co Tr Num: TV293ST

State Status: Filed-Closed

Reviewer(s): Stephanie Fowler

Authors: Michelle Ambach, Wanda Augustus, Tammy Frederick,

Bobbie Walton

Date Submitted: 12/08/2011

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: ADVERTISING

Project Number: TV293ST

Requested Filing Mode: File & Use

Explanation for Combination/Other:

Submission Type: New Submission

Group Market Type: Association

Filing Status Changed: 12/14/2011

State Status Changed: 12/14/2011

Created By: Michelle Ambach

Corresponding Filing Tracking Number: TV293ST

Filing Description:

Submitted for your review is advertising for use in connection with the AARP group health insurance plans. The enclosed advertising is new and does not replace any previously submitted advertisement. The material included within this filing is an Invitation to Inquire.

Status of Filing in Domicile: Not Filed

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Group

Group Market Size: Large

Overall Rate Impact:

Deemer Date:

Submitted By: Bobbie Walton

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TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010
Product Name: GROUP MEDICARE SUPPLEMENT
Project Name/Number: ADVERTISING/TV293ST

Company and Contact

Filing Contact Information

Susan Cipollo, Director Susan_J_Cipollo@uhc.com
680 Blair Mill Rd. 215-902-8444 [Phone]
Horsham, PA 19044 215-902-8813 [FAX]

Filing Company Information

UnitedHealthcare Insurance Company CoCode: 79413 State of Domicile: Connecticut
185 Asylum Street Group Code: 707 Company Type: Life and Health
Hartford, CT 06103 Group Name: State ID Number:
(860) 702-5000 ext. [Phone] FEIN Number: 36-2739571

Filing Fees

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? No
Fee Explanation: \$50 X 1 = \$50
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$50.00	12/08/2011	54380545

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	12/14/2011	12/14/2011

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Disposition

Disposition Date: 12/14/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	SOV	Filed-Closed	Yes
Form	ADVERTISING	Filed-Closed	Yes

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Plans 2010

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Form Schedule

Lead Form Number: TV293ST

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 12/14/2011	TV293ST	Advertising	ADVERTISING	Initial		45.000	TV293ST.pdf

VIDEO	AUDIO
<p>1. Open on a wide shot of a young girl looking through the window of a 50's station wagon. She frames her fingers as if to take a picture of the countryside</p> <p>COMPONENT CODE: TV293ST</p> <p>2. A close-up of our girl snapping a photo with an Instamatic camera</p> <p>COMPONENT CODE: TV293ST</p> <p>3. A close-up of her mounting a lens on her 1970's SLR camera</p> <p>COMPONENT CODE: TV293ST</p> <p>4. A wide shot of our girl, now a young woman, taking a photo of a friend</p> <p>5. A close-up of her hands shuffling through slides</p> <p>6. A close-up of her using a camera with motor drive</p> <p>7. A wide shot of our woman, now middle-aged, taking photos of her young daughter at the beach</p> <p>LEGAL: AARP endorses the AARP Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company. UnitedHealthcare Insurance Company pays royalty fees to AARP for the use of its intellectual property. These fees are used for the general purposes of AARP. AARP and its affiliates are not insurers.</p>	

VIDEO	AUDIO
<p>8. A close-up of her fingers tapping functions on a digital camera display</p> <p>LEGAL: AARP endorses the AARP Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company. UnitedHealthcare Insurance Company pays royalty fees to AARP for the use of its intellectual property. These fees are used for the general purposes of AARP. AARP and its affiliates are not insurers.</p>	<p>AUDIO VOICE OVER (AVO): When something is worth doing,</p>
<p>9. A view of a camera lens as it's being focused. The lens reflects the image of her daughter, now older</p> <p>LEGAL: Not connected with or endorsed by the U.S. Government or the federal Medicare program. This is a solicitation of insurance. A licensed insurance agent/producer may contact you.</p>	<p>AVO: it's worth doing right</p>
<p>10. We resolve on our woman, now 65, proudly showing her friends some of her photography at home</p> <p>LEGAL: In some states plans may be available to persons eligible for Medicare by reason of disability.</p>	
<p>11. LOGO: AARP Medicare Supplement Plans insured by UnitedHealthcare Insurance Company</p> <p>SUPER: (GoLong.com) (1 XXX-XXX-XXXX) TTY:711</p> <p>LEGAL: AARP Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents.) Policy form No. GRP 79171 GPS -1 (G-36000-4).</p> <p>COMPONENT CODE: TV293ST</p> <p>TV293ST</p>	<p>AVO: AARP Medicare Supplement Insurance Plans insured by UnitedHealthcare Insurance Company</p>

VIDEO	AUDIO
<p>12. Our woman using her fingers to frame the composition of her next shot</p> <p>LEGAL: Call a licensed insurance agent/producer to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.</p> <p>COMPONENT CODE: TV293ST</p>	<p>AVO: Go Long</p>

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Supporting Document Schedules

	Item Status:	Status
Satisfied - Item: SOV	Filed-Closed	Date: 12/14/2011
Comments:		
Attachment:		
SOVphoto3.pdf		

Statement of Variability

TV293ST

Variable	Description
[GoLong.com]	This URL may change according to where/when the ad is used. This info allows us to track the success of the ad or the media channel (i.e. # of people who call & request more info).

Variable	Description
[1-8XX-XXX-XXXX]	The phone # will change according to where/when the ad is used. This info allows us to track the success of the ad or the media channel (i.e. # of people who call & request more info).